

**JUMPSTART
 IMPLEMENTATION
 DELIVERS THE FASTEST ROI
 FROM FULL CIRCLE
 RESPONSE MANAGEMENT**

- Up to four live video conference sessions
- Guided configuration, testing, deployment, reporting, and training
- Built on industry best practices gleaned over hundreds of customers
- Save money and time

DATASHEET

Full Circle Response Management Jumpstart Implementation Program

Overview and Benefits

Full Circle Response Management provides the marketing attribution and funnel analytics reports and dashboards to optimize the company's marketing mix, align sales and marketing, and drive more revenue.

For those customers wanting an accelerated deployment schedule based on industry best practices, Full Circle offers the Jumpstart Implementation. This program applies lessons learned from hundreds of client interactions to provide a simplified, prescriptive approach to funnel configuration, testing, deployment, reporting, and training.

Customers that combine the Jumpstart Implementation with our Marketing Analyst Services will be able to confidently derive actionable insights to make informed investment decisions that return a positive ROI, with little disruption to their existing team members.

Implementation Services

- Best-practices review of funnel metrics and attribution models
- Guided product configuration in sandbox
- Data preparation and product testing in sandbox
- Guided product deployment in production
- Introduction to reporting plus training and documentation
- Review of post-deployment customer success milestones
- Less expensive than our Customized Implementation

Key Activities

- Discuss pre-built funnel stages and product configuration options
- Create data preparation plan and guide product deployment into production
- Review comprehensive reporting
- Support post-deployment training

Requirements

- Administrator access to Salesforce.com sandbox and production instances
- Key customer personnel (such as digital marketing, demand generation, marketing operations, sales operations, and system administration for marketing automation and Salesforce.com) are available to provide information and participate in all activities
- Conference room with projector

Scope

- Delivered in up to four live video conference sessions
- Product training is delivered via recorded, on-demand video sessions
- For customers with complex data environments, advanced attribution model requirements, or highly customized funnel stage structures, we will recommend our Custom Implementation program during our kickoff call. Additional fees apply for consulting services; please talk to your salesperson for details.

Exclusions

- Business process, marketing or sales consulting services
- Salesforce.com development or testing services
- Custom product training delivery or materials creation

For more information:

call 877.834.4001

email sales@fullcircleinsights.com

visit www.fullcircleinsights.com